

POWER OF ATTORNEY BY ASSIGNEE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Adobe Systems Incorporated, ("assignee"), a Delaware corporation having a place of business at 345 Park Avenue, San Jose, CA 95110, certifies that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the applications recorded are reel 023538, frame 0077, and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee.

Pursuant to 37 C.F.R. § 3.73(b), the assignee references the assignment documents recorded at reel 023538, frame: 0077, that evidence the placement of title in the assignee.

Pursuant to 37 C.F.R. §1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the practitioners at Customer Number **65132**.

Pursuant to 37 C.F.R. §3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

Send all future correspondence to the address associated with Customer Number: **65132**.

Assignee of Interest	Adobe Systems Incorporated
	345 Park Avenue
	San Jose, CA 95110

Dated: 1-5-10

By: 

Name: Lori Behun

Title: Patent Attorney

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Adobe Systems IncorporatedApplication No./Patent No.: 10/039,537Filed/Issue Date: January 4, 2002Entitled: Simplified Document Creation

Adobe Systems Incorporated

, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest
(The extent (by percentage) of its ownership interest is _____ %)

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Inventors To: Atomz.com

The document was recorded in the United States Patent and Trademark Office at

Reel 012899, Frame 0001, or for which a copy thereof is attached.

2. From: Visual Sciences, Inc. To: Omniture, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 022034, Frame 0521, or for which a copy thereof is attached.

3. From: Omniture, Inc. To: Adobe Systems Incorporated

The document was recorded in the United States Patent and Trademark Office at

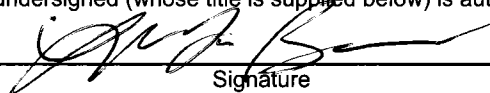
Reel 023538, Frame 0077, or for which a copy thereof is attached.

- ☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.



Signature

1-5-10

Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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MDP

JULY 18, 2002

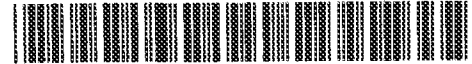
FENWICK & WEST LLP
MICHAEL PLIMIER, ESQ.
TWO PALO ALTO SQ.
PALO ALTO, CA 94306

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JUL 23 2002

FENWICK & WEST LLP

Chief Information Officer
Washington, DC 20231
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RECORDATION DATE: 05/13/2002

REEL/FRAME: 012899/0001
NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:
SCHULTZ, DIETRICH W.

DOC DATE: 04/17/2002 ✓

ASSIGNOR:
SCHECTMAN, HAL R.

DOC DATE: 04/03/2002 ✓

ASSIGNOR:
HAY, JUDITH A.

DOC DATE: 04/03/2002 ✓

ASSIGNOR:
THOMPSON, MICHAEL P.

DOC DATE: 04/03/2002 ✓

ASSIGNOR:
WALLACE, KEVIN G.

DOC DATE: 04/03/2002 ✓

ASSIGNOR:
KUSMER, STEVEN R.

DOC DATE: 04/03/2002 ✓

ASSIGNEE:
ATOMZ.COM
1111 BAYHILL DRIVE, SUITE 285
SAN BRUNO, CALIFORNIA 94066

012899/0001 PAGE 2

SERIAL NUMBER: 10039537 ✓
PATENT NUMBER:

FILING DATE: 01/04/2002 ✓
ISSUE DATE:

TARA WASHINGTON, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

TO: PATTRIC J. RAWLINS COMP. : 530 B STREET



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

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DECEMBER 30, 2008

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PATTRIC J. RAWLINS
530 B STREET
SUITE 2100
SAN DIEGO, CA 92101-4469UNITED STATES PATENT AND TRADEMARK OFFICE
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RECORDATION DATE: 12/30/2008

REEL/FRAME: 022034/0521
NUMBER OF PAGES: 4BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).
DOCKET NUMBER: 109746-06ASSIGNOR:
VISUAL SCIENCES, INC.

DOC DATE: 12/30/2008

ASSIGNEE:
OMNITURE, INC.
550 E. TIMPANOGOS CIRCLE
OREM, UTAH 84097SERIAL NUMBER: 10037674
PATENT NUMBER:
TITLE: EVENT COLLECTION ARCHITECTUREFILING DATE: 10/22/2001
ISSUE DATE:SERIAL NUMBER: 10039537
PATENT NUMBER:
TITLE: SIMPLIFIED DOCUMENT CREATIONFILING DATE: 01/04/2002
ISSUE DATE:

TO: PATTRIC J. RAWLINS COMP. : 530 B STREET

022034/0521 PAGE 2

SERIAL NUMBER: 10072037
PATENT NUMBER:
TITLE: WEB PAGE LINK-TRACKING SYSTEM

FILING DATE: 02/05/2002
ISSUE DATE:

SERIAL NUMBER: 10877488
PATENT NUMBER:
TITLE: CONTEXT-SWITCHING MECHANISM FOR FACILITATING CONTENT CREATION AND SOFTWARE DEVELOPMENT

FILING DATE: 06/25/2004
ISSUE DATE:

SERIAL NUMBER: 11735840
PATENT NUMBER:
TITLE: ANALYTICS BASED GENERATION OF ORDERED LISTS, SEARCH ENGINE FEE DATA, AND SITEMAPS

FILING DATE: 04/16/2007
ISSUE DATE:

SERIAL NUMBER: 11866248
PATENT NUMBER:
TITLE: SYSTEM AND METHOD FOR ACTIVE BROWING

FILING DATE: 10/02/2007
ISSUE DATE:

SERIAL NUMBER: 12205225
PATENT NUMBER:
TITLE: AUTOMATIC LINKING OF DOCUMENTS

FILING DATE: 09/05/2008
ISSUE DATE:

SERIAL NUMBER: 12330364
PATENT NUMBER:
TITLE: INTERNET WEBSITE TRAFFIC FLOW ANALYSIS

FILING DATE: 12/08/2008
ISSUE DATE:

SERIAL NUMBER: 09326475
PATENT NUMBER: 6393479
TITLE: INTERNET WEBSITE TRAFFIC FLOW ANALYSIS

FILING DATE: 06/04/1999
ISSUE DATE: 05/21/2002

SERIAL NUMBER: 10072274
PATENT NUMBER: 6766370
TITLE: INTERNET WEBSITE TRAFFIC FLOW ANALYSIS USING TIMESTAMP DATA

FILING DATE: 02/08/2002
ISSUE DATE: 07/20/2004

SERIAL NUMBER: 09957099
PATENT NUMBER: 7155491
TITLE: INDIRECT ADDRESS REWRITING

FILING DATE: 09/19/2001
ISSUE DATE: 12/26/2006

SERIAL NUMBER: 10039536
PATENT NUMBER: 7426687
TITLE: AUTOMATIC LINKING OF DOCUMENTS

FILING DATE: 01/04/2002
ISSUE DATE: 09/16/2008

SERIAL NUMBER: 10838438
PATENT NUMBER: 7464187
TITLE: INTERNET WEBSITE TRAFFIC FLOW ANALYSIS

FILING DATE: 05/04/2004
ISSUE DATE: 12/09/2008

ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION

TO: PATTRIC J. RAWLINS COMP 530 B STREET

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.112/30/2008
500742400

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Visual Sciences, Inc.	12/30/2008
RECEIVING PARTY DATA	
Name:	Omniture, Inc.
Street Address:	550 E. Timpanogos Circle
City:	Orem
State/Country:	UTAH
Postal Code:	84097
PROPERTY NUMBERS Total: 13	
Property Type	Number
Application Number:	10037674
Application Number:	10039537
Application Number:	10072037
Application Number:	10877488
Application Number:	11735840
Application Number:	11866248
Application Number:	12205225
Application Number:	12330364
Patent Number:	6393479
Patent Number:	6766370
Patent Number:	7155491
Patent Number:	7426687
Patent Number:	7464187
CORRESPONDENCE DATA	

CH \$520.00 10037674

TO: PATTRIC J. RAWLINS COMP. : 530 B STREET

Fax Number: (619)398-0115

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 619-238-1900

Email: docketing@procopio.com

Correspondent Name: Pattric J. Rawlins

Address Line 1: 530 B Street

Address Line 2: Suite 2100

Address Line 4: San Diego, CALIFORNIA 92101-4469

ATTORNEY DOCKET NUMBER:

109746-06

NAME OF SUBMITTER:

Pattric J. Rawlins

Total Attachments: 2

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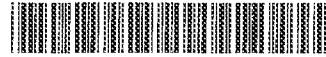
source=VSI-Omniture assignment#page2.tif

TO: ROBERT C. KOWERT COMPANY: P.O. BOX 398



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE



NOVEMBER 19, 2009

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ROBERT C. KOWERT
P.O. BOX 398
AUSTIN, TX 78767-0398

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RECORDATION DATE: 11/18/2009

REEL/FRAME: 023538/0077

NUMBER OF PAGES: 20

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).
DOCKET NUMBER: 6067-00000/RCK

ASSIGNOR:

OMNITURE, INC.

DOC DATE: 11/12/2009

ASSIGNEE:

ADOBE SYSTEMS INCORPORATED
345 PARK AVENUE
SAN JOSE, CALIFORNIA 95110

SERIAL NUMBER: 10356685

FILING DATE: 01/30/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: DISTRIBUTED DATA COLLECTION AND AGGREGATION

SERIAL NUMBER: 10609008

FILING DATE: 06/27/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: CAPTURING AND PRESENTING SITE VISITATION PATH DATA

TO:ROBERT C. KOWERT COMPANY:P.O. BOX 398

023538/0077 PAGE 7

SERIAL NUMBER: 10039537 FILING DATE: 01/04/2002
PATENT NUMBER: ISSUE DATE:
TITLE: SIMPLIFIED DOCUMENT CREATION

SERIAL NUMBER: 11735840 FILING DATE: 04/16/2007
PATENT NUMBER: ISSUE DATE:
TITLE: ANALYTICS BASED GENERATION OF ORDERED LISTS, SEARCH ENGINE FEE DATA,
AND SITEMAPS

SERIAL NUMBER: 11866248 FILING DATE: 10/02/2007
PATENT NUMBER: ISSUE DATE:
TITLE: SYSTEM AND METHOD FOR ACTIVE BROWING

SERIAL NUMBER: 12572727 FILING DATE: 10/02/2009
PATENT NUMBER: ISSUE DATE:
TITLE: DYNAMICALLY ALLOCATING MARKETING RESULTS AMONG CATEGORIES

SERIAL NUMBER: 09105529 FILING DATE: 06/26/1998
PATENT NUMBER: 6278961 ISSUE DATE: 08/21/2001
TITLE: SIGNAL AND PATTERN DETECTION OR CLASSIFICATION BY ESTIMATION OF
CONTINUOUS DYNAMICAL MODELS

SERIAL NUMBER: 09191988 FILING DATE: 11/13/1998
PATENT NUMBER: 6401057 ISSUE DATE: 06/04/2002
TITLE: DETECTION AND CLASSIFICATION SYSTEM FOR ANALYZING DETERMINISTIC
PROPERTIES OF DATA USING CORRELATION PARAMETERS

SERIAL NUMBER: 09932450 FILING DATE: 08/17/2001
PATENT NUMBER: 6564176 ISSUE DATE: 05/13/2003
TITLE: SIGNAL AND PATTERN DETECTION OR CLASSIFICATION BY ESTIMATION OF
CONTINUOUS DYNAMICAL MODELS

SERIAL NUMBER: 10145569 FILING DATE: 05/13/2002
PATENT NUMBER: 6732064 ISSUE DATE: 05/04/2004
TITLE: DETECTION AND CLASSIFICATION SYSTEM FOR ANALYZING DETERMINISTIC
PROPERTIES OF DATA USING CORRELATION PARAMETERS

SERIAL NUMBER: 09348218 FILING DATE: 07/06/1999
PATENT NUMBER: 6708203 ISSUE DATE: 03/16/2004
TITLE: METHOD AND SYSTEM FOR FILTERING MESSAGES BASED ON A USER PROFILE
AND AN INFORMATIONAL PROCESSING SYSTEM EVENT

SERIAL NUMBER: 09814308 FILING DATE: 03/22/2001
PATENT NUMBER: 7260551 ISSUE DATE: 08/21/2007
TITLE: A METHOD FOR PERFORMING A PLURALITY OF CANDIDATE ACTIONS AND
MONITORING THE RESPONSES SO AS TO CHOOSE THE NEXT CANDIDATE ACTION
TO TAKE TO CONTROL A SYSTEM SO AS TO OPTIMALLY CONTROL ITS
OBJECTIVE FUNCTION

SERIAL NUMBER: 10098854 FILING DATE: 03/13/2002
PATENT NUMBER: 6892238 ISSUE DATE: 05/10/2005
TITLE: AGGREGATING AND ANALYZING INFORMATION ABOUT CONTENT REQUESTED IN AN
E-COMMERCE WEB ENVIRONMENT TO DETERMINE CONVERSION RATES